

## ABSTRACT

## AIR FRESHENING OR PURIFYING DEVICE

5        The invention relates to improvements in or relating to containers and in particular to an air freshening or purifying device utilizing a gel fragrance or a gel composition. The air freshening or purifying device comprising a container which is thermoformed from a plastic  
10      material, the container having an open side defining a gel receiving surface. The surface has therein a plurality of projections defining recesses therebetween for retaining a gel. The device further comprises a base located at a lower end of the container for supporting the container such that  
15      the gel receiving surface is in a substantially vertical orientation.